Oregon Institute of Technology
Board of Regents Retreat

Strategic Enrollment Management

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SEM 2024-2025 Initiatives/Focus

Audit SEM systems and operations

- ROI for all contracts/projects

Integrated efforts in sustaining and growing PM and KF enrollment

- Retention
- Cross training
- Customer service/response
- Resource allocation

Market assessments

- Cost management
- Transfer pathw

- Integrating various SEM systems (retention, enrollment, admission) to drive effective response to market dynamics and enhance efficiency
- Formalize driving metrics and reporting across all SEM departments: SEM DATA ACCELORATOR
- Collaboration

Data Driven Enrollment Outline

Admission/Retention Scoring

- Data collection
- Data analysis
- Success Scoring
- Intervention

Outcome

- Reduced risk of melt
- Reduced risk of stop-out
- Increased retention

Data Driven Enrollment Outline… Highlights

Admissions

- Refine the Course…Not Change
- Let Systems Mature
- ROI, ROI, ROI
- A +1 Approach

Retention

- Proactive not Reactive
- Coaching as Advising
- Positively Affect Engagement via Data Sharing/Reporting

Admission Initiatives

Maintain the Course: Continue Growth

Slate enhancements including application processing, data transfers, usability

Implementation of prospect scoring at recruiter level

Refine name buy strategy to reduce top of funnel population while increasing deposit/enrollment rates.

Reinstate admission presence in PM

*2024/25 Admission Plan available

Goal: Increased transfer rate matriculation 50% year over year (PM/KF). 5% increase in first-year enrollment across bottom 1/3 of enrolled majors. 3-5% overall first-year, transfer enrollment.

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Retention Initiatives

Goal: Increased faculty utilization of Inspire documentation and

About this chart
2.49
3.29
3.18
2.57
2.47
2.37

Retention Initiatives (cont.)

Goal: Align enrollment objectives with academic requirements in a manner facilitating student success. Engage with HAS to restructure mathematics requirements based on academic pathway (statistics vs. calculus).

EXPLORATORY

- Tuition reciprocity (near county, near state)
- Expansion of Programs
  - Teacher Education/Certification in STEM fields
- Extracurriculars (Sports)
- Mid-Term Grades Policy (as an intervention)
  - Facilitate academic intervention and support student success
- Intersession Courses
- Develop the OREGON TECH PROMISE